**Assignment Subjective Questions**

1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
2. Top three variables in your model which contribute most towards the probability of a lead getting converted are :

* **TotalVisits**
* **LeadSource\_Welingak Website**
* **Total time spent on website**

1. **What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?**
2. Top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are :

* **LeadSource\_Welingak Website**
* **LeadSource\_Reference**
* **Occup\_Working\_Professional**

1. **X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.**
2. **Step 1 :** Segregate leads which has been predicted 1 by the model : potential leads conversion

**Step 2 :** Interns should make phone call to the potential leads with the following Consideration :

* Leads with the high number of totals visits on X Education platform.
* Leads from the lead source “**Welingak\_Website”** and then lead source “**Reference**”.
* Leads having high “**Total time spent in website”.**
* Leads having occupation as “**Working Professional”.**

**Preference order *:***  *(**Welingak\_Website) or (TotalVisits) > Total time spent on website > Lead Source (Reference) > Occupation (Working Professional).*

Interns should first call the leads either having lead source as (Welingak Website) or having high total visit time. Interns then call the bunch of leads having higher Total Time Spent on Website followed by the LeadSource (Reference) and Occupation (Working Professional).

1. **Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company’s aim is to not make phone calls unless it’s extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage?**
2. Since the company reaches its target for a quarter before the deadline and they want to minimize the phone calls. The one way of targeting this is making calls to only hot leads that is the leads having the high lead score (Lead score data provided to company sales team having lead score between 1 to 100%).

The company can decide a lead score threshold value on the basis of the required target (How many people they want to call and the conversion target-converted leads) and call the hot leads(eg threshold> 70%) having the lead score of more than 70% with high chance of conversion. Hence in this way we can minimize call.